

2024 Overview

SONG FOR CHARLIE'S
THE NEW
DRUG
TALK
CONNECT TO PROTECT

Jennifer Epstein
CPCCO Summit, October 7, 2024

The New Drug Talk Oregon

*Jennifer Epstein- Song for Charlie New
Drug Talk Oregon Program Lead*



Today's Agenda

- Introducing SFC & Our Story
- The New Drug Talk
- The Landscape in Oregon
- Oregon Roll-out

SONG FOR CHARLIE

Founded in CA by **Ed and Mary Ternan** after losing their son to a fentanyl-laced pill in 2020, **Song for Charlie**'s mission is to prevent similar tragedies.

Led by a dedicated **coalition of impacted parents and passionate experts**, we aim to save young lives through awareness and education.

The New Drug Talk is our **portal to help parents** protect their kids.

A crisis close to home



Cal was an outgoing, involved college freshman just finishing up his 1st semester at University of Hawaii Manoa. He bought what he thought was an Oxy via Snapchat. But it was a fake made with fentanyl. Jon & Jen got Cal to the hospital, but they were not able to bring him home.

Cal researched how much Oxy is safe.

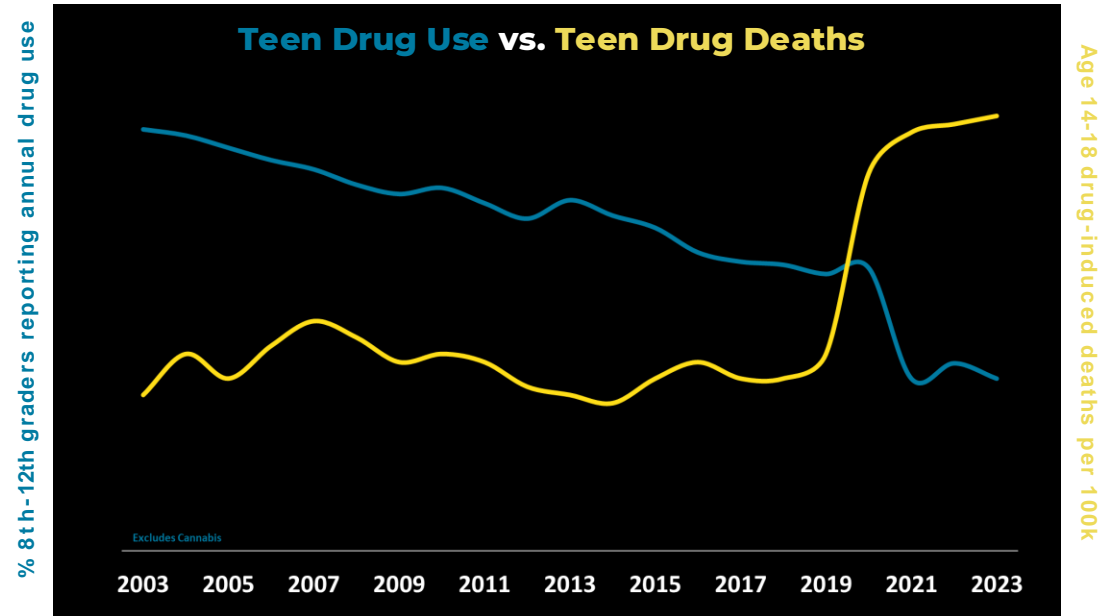
The need for New

Today's drug landscape is **drastically different** than it was even **10 years ago**.

Fentanyl, a potent synthetic opioid, has infiltrated the street drug supply, including in **fake pills** that look identical to prescription medications.

Fentanyl is now being found in **fake Percocet, OxyContin, Xanax, Adderall and more**, as well as cocaine, heroin, meth, etc.

Despite U.S. youth drug use reaching historic lows, youth drug deaths are at an all-time high, driven by fentanyl.



This crisis requires a comprehensive response

The New Drug Talk works alongside and **complements other prevention and education efforts**, filling critical gaps in the fight against fentanyl.

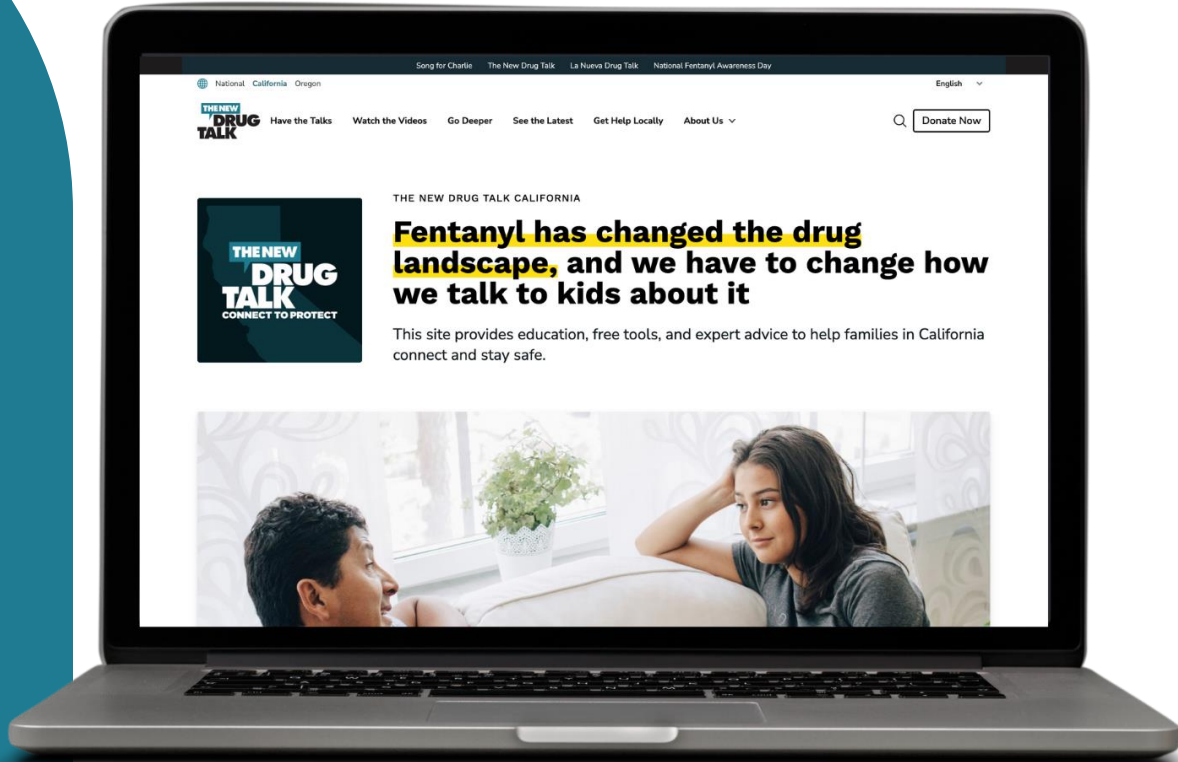
The New Drug Talk doesn't replace in-school curricula — it **empowers parents to carry these conversations** from the classroom to the family room.



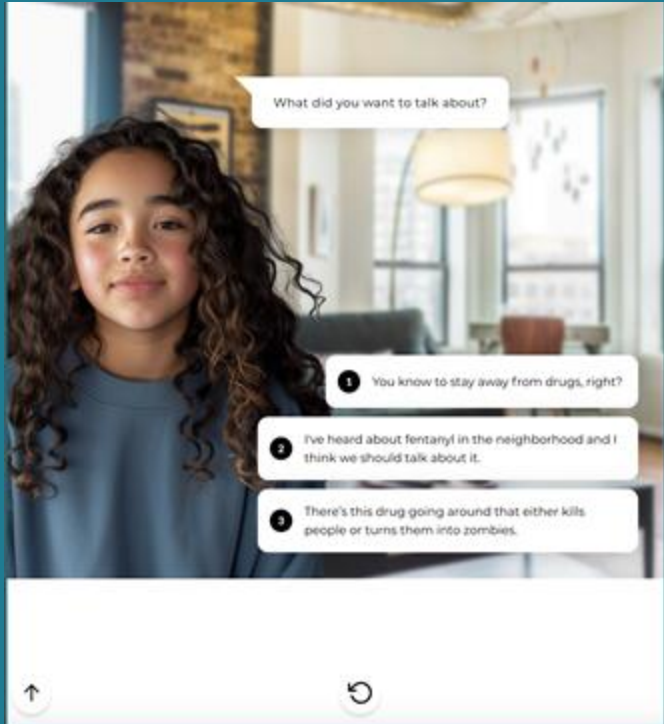
The New Drug Talk

With a focus on fentanyl and fentapills, The New Drug Talk **equips families with the knowledge and techniques they need** to discuss drug safety with their teens, **given today's drug landscape.**

The New Drug Talk was developed by Song for Charlie and a diverse team of subject matter experts, and initially funded by a grant from the **California Department of Healthcare Services.**



Scenarios

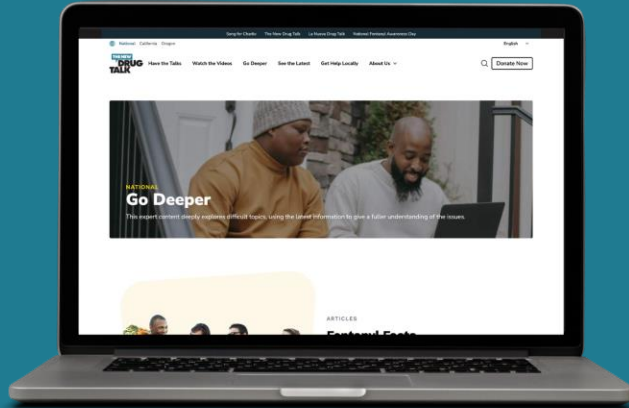


Videos

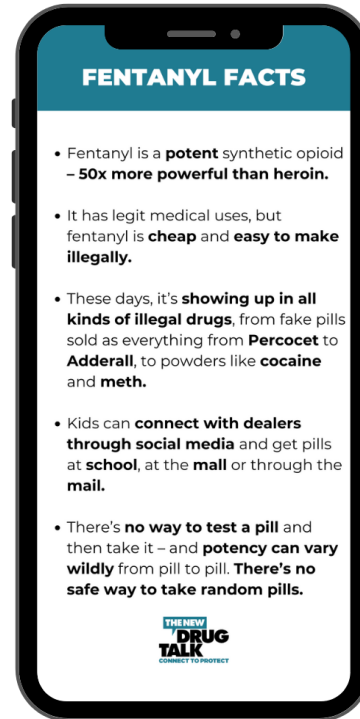


www.thenewdrugtalk.org/oregon/watch-the-videos

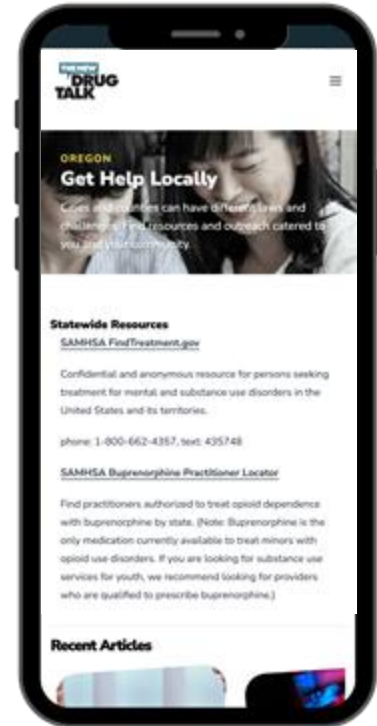
Articles



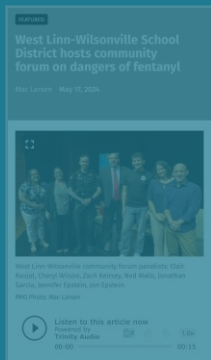
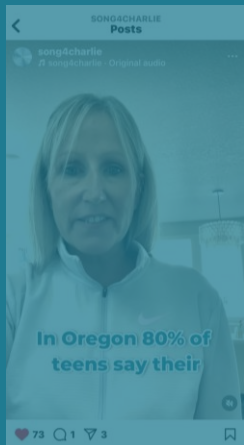
Tip Sheets



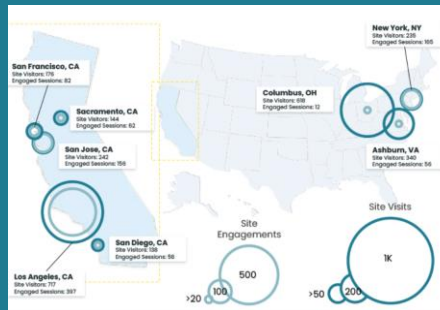
Resources



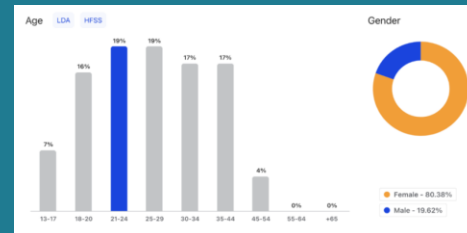
Marketing



Data



	California - The New Drug Talk	California - The New Drug Talk 2
Campaign Send Date	6/21/23	9/19/23
Total Districts	152	153
Total Schools	1,119	1,070
Districts - Approved	112	113
Schools - Approved	825	816
Districts - Denied	40	40
Schools - Denied	294	254
Total Families Receiving Email	968,407	949,349
Total Opens	530,526	545,558
Open Rate	54.78%	57.47%
Views/Clicks to view	69,342	73,299
Click Rate	13.1%	13.4%



- User Testing: Independent private firm
- Efficacy Testing: Independent lab

In every community

A first of its kind effort in this space, **La Nueva Drug Talk** tailors our successful program to the needs of Hispanic communities. Song for Charlie has assembled a coalition of **experts and impacted family members** from an **array of Hispanic communities** to lead this vital initiative, launched May 7.

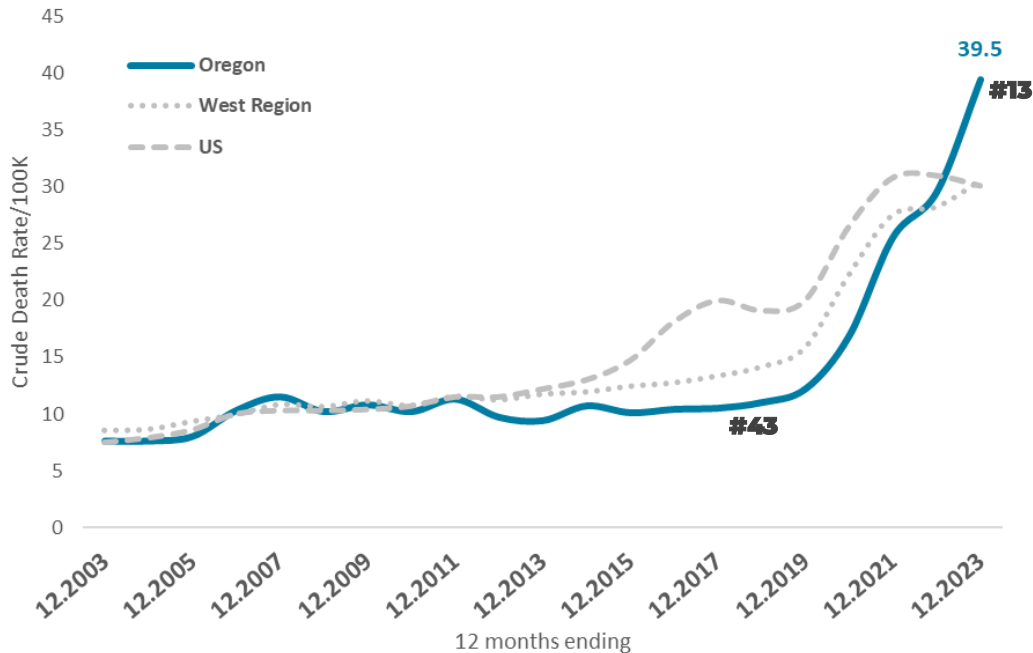
Song for Charlie also has specialized resources planned for **additional communities.**

LA NUEVA
DRUG
TALK
CONECTAR PARA EMPODERAR

Oregon Drug Deaths

Accelerated growth in recent years driven by **14x fentanyl growth**²

Oregon Drug-induced Death Rate² "drug poisoning (overdose)" excluding suicide

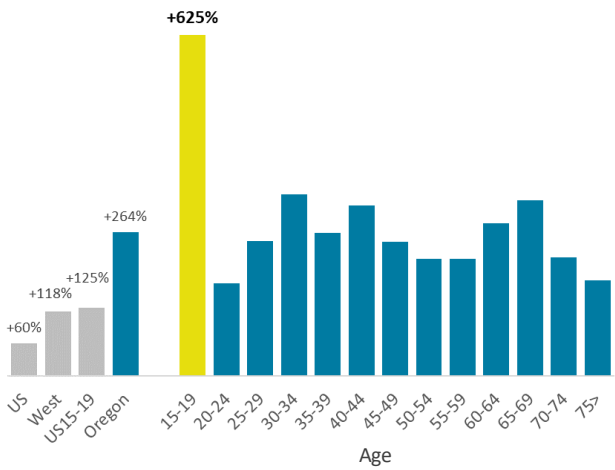


- **5.2K Oregonians lost to drugs** in most recent 5 years
- **Deaths grew +264%** during this period, growing **4x faster than U.S** and faster than any other state
- Fentanyl-involvement is higher at lower ages

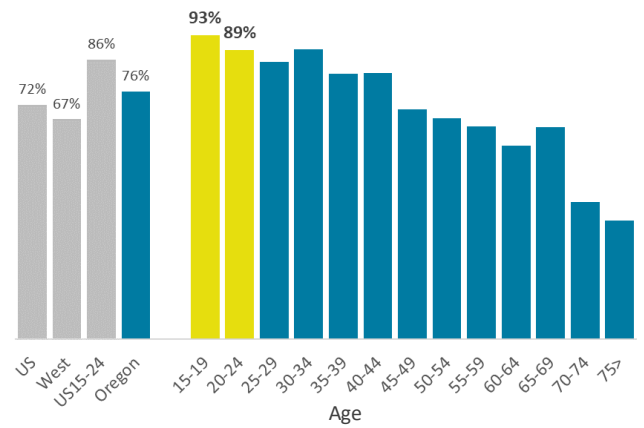
Oregon youth especially impacted

367 young Oregonians (15-24) lost to drugs in 5 years; drugs are now leading cause of death, followed by suicide³

Oregon Drug-induced Death 5 yr Growth
2023 vs. 2018, excludes suicide²



Oregon Synthetic Opioid-involvement
2023, as % of drug deaths, excludes suicide²



- Oregon teen (15-19) **drug deaths grew 625% (7x)**, faster than all other ages in Oregon, **5x faster than U.S. peers**, faster than all other states, and now **ranked #3 worst** per capita death rate in U.S.
- **9 of 10 Oregon youth drug deaths involve fentanyl**, higher than any other age group in Oregon and higher than their U.S. peers

Surveying Oregon

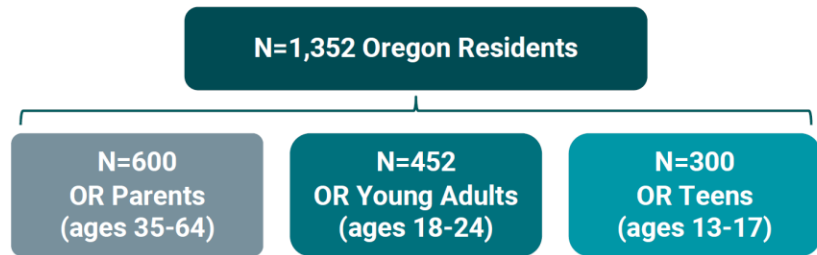
Song for Charlie & Breakwater Strategy conducted quantitative survey research among **Oregon Parents, Young Adults, and Teens** March 7 – April 6, 2024.

Quotas and weights used to ensure the demographic representation

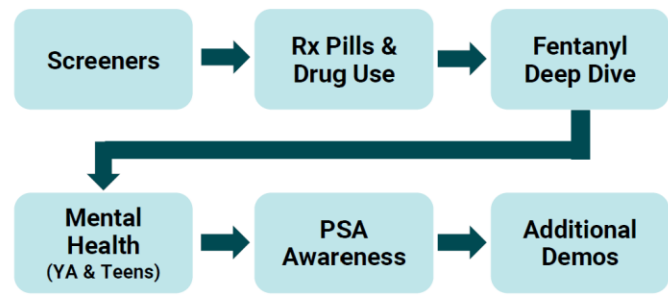
Margin of error: YA+/- 4.6%, Teens+/- 5.7%, Parents +/- 4% at 95% confidence level.



Audiences and Sample Sizes



Survey Flow



1 in 3

Oregon youth personally know someone who has overdosed

Teens

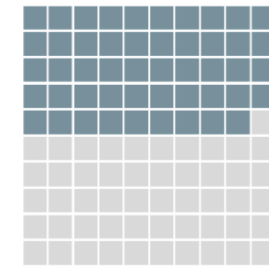
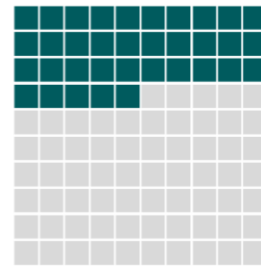
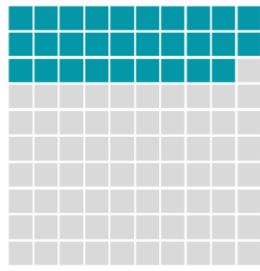
Young Adults

Parents

29%

35%

49%



Personally know someone who has overdosed

78%

75%

79%

Consider use of illicit drugs a highly serious Issue

59%

57%

66%

Consider misuse of prescription pills a highly serious issue

From a survey of 1,352 Oregon residents March - April, 2024⁴

1 in 5

Oregon youth report using Rx not prescribed to them

	<u>Teens</u>	<u>Young Adults</u>
Have used (lifetime)	19%	19%
Likely to consider using	20%	12%
Have thought about using	29%	29%
Common for people my age	52%	49%

Top Reasons:

- Get high/have fun
- Experiment
- Cope with stress
- Appear cool (teens)
- Self medicate (young adults)

From a survey of 1,352 Oregon residents March - April, 2024⁴

Awareness vs. Knowledge

	Teens	YA	Parents
Broadly aware of fentanyl	82%	91%	95%
Consider fentanyl "highly dangerous"	82%	84%	94%
Broadly aware of fentanyl being used to make counterfeit pills	67%	80%	90%
Consider Adderall/Xanax/Oxy/etc. as highly dangerous	47%-63%	40-64%	60-81%
Knowledgeable about fentanyl	53%	53%	66%
Know where to obtain naloxone	--	68%	80%
Know how to use naloxone	--	61%	71%
Recognize signs of an overdose	--	54%	58%

Oregon today

From a survey of 1,352 Oregon residents March - April, 2024⁴

Have you talked to your child/parent about...

(% responding yes)

Do they hear you?

	Rx use w/o prescription	Illicit Drugs	Mental Health
Parents	73%	86%	90%
Teens	43%	69%	74%
Young Adults	39%	47%	70%

Youth

- Low trust/comfort/confidence
- Fear of judgement, shame, consequences

Parents

- Fear of over-reaction, damaging relationship
- Lack of knowledge & discomfort

From a survey of 1,352 Oregon residents March- April, 2024

The Oregon Opportunity

78% of Oregon teens list PARENTS as most preferred source of information about fentanyl & counterfeit pills

Doctors are second choice of teens (76%) and top choice of young adults (73%)

After seeing, hearing, or reading about fentanyl being used to make counterfeit pills:

86%

of parents talked to their children about the dangers of Rx pills

75%
teens

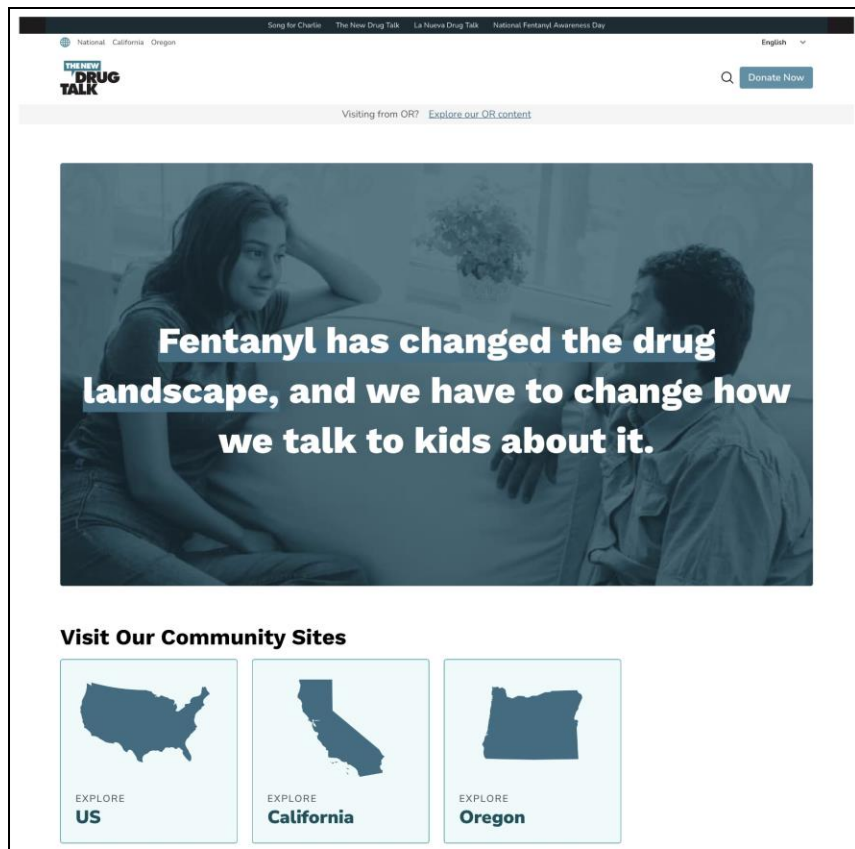
say they are less likely to consider using Rx pills without a prescription

56%
young adults

From a survey of 1,352 Oregon residents
March- April, 2024⁴

The New Drug Talk OREGON

- Officially launched May 7, National Fentanyl Awareness Day
- Free resource for all Oregonians
- Funded by Trillium Health for one year
- Customized outreach for different Oregon communities



The New Drug Talk Oregon Team



Advisory Council

- **Amber Bathon** – Columbia Health Services
- **Timmy Clark** – Community Counseling Solutions
- **Dwight Holton** - CEO of Lines for Life
- **Heather Jefferis** - Oregon Council for Behavioral Health (OCBH)
- **Caroline King-Widdall, MD** - Permanente Medicine
- **Pam Pearce** - Community Living Above
- **Mark Stewart** - Behavioral and Public Health Research Consortium (BPHRC), Willamette U.
- **Tony Vezina** - 4D Recovery, ADPC
- **Jennifer Epstein** – Song for Charlie
- **Jon Epstein** – Community Advocate (Member at Large)

Content Team

- **Maya Casper** - University of Oregon
- **Jenn Hicks** - Beaverton School District
- **Debby Jones** - Wasco County
- **Alexander LaVake** - Lane County Public Health
- **Stacey Mahoney** - Harmony Academy Recovery High School

* *Looking for Southern Oregon representation.*

MAY 7, 2024



Also La Nueva Drug Talk Launch

The New Drug Talk Oregon Launch

- Press Release
- Social Media Blitz w/ geo-targeted ads
- Media Coverage
- Hillsboro School District / Washington County Parent Event
 - Film Screening & Panel
 - Resource Fair

Outreach Toolkit



- Poster Designs
- Postcard Designs
- Video screening toolkit
- Virtual Meeting Backgrounds
- Flyers for Schools, Coaches, etc.
- General Flyers
- Social Media Resources
- Video Promos
- Newsletter Blurbs
- OR Data

\$\$ Incentives to be announced in September!

Coming soon:

- Pics/graphics to create your own assets
- Resources for medical community



[NDT OR Outreach Toolkit](#)

Spread the Word!



**NDT OR
Website**

- Share The New Drug Talk resources widely
 - Colleagues interested in prevention
 - Leaders of youth-based organizations
 - Schools, churches, youth sports, etc.
 - Within your social circles
- Follow & like Song for Charlie on social media
 -       @songforcharlie
 -  @song4charlie
- Sign up for NDT OR newsletter
- Please share your feedback/suggestions with us!



**NDT OR
Updates
Newsletter**

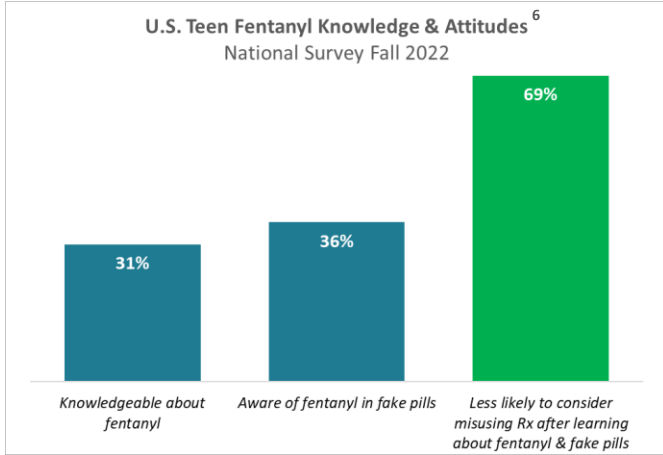
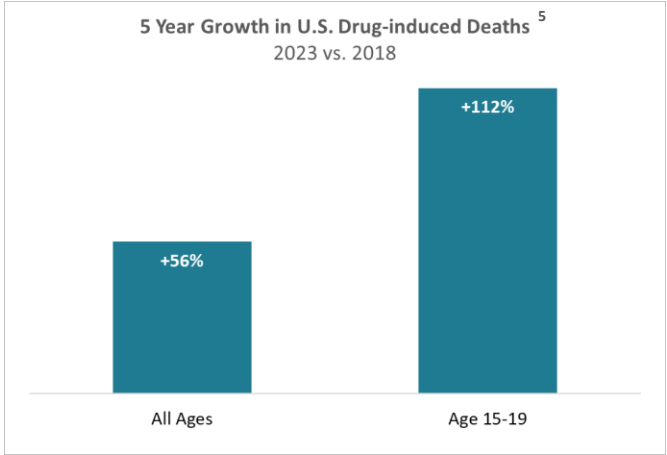
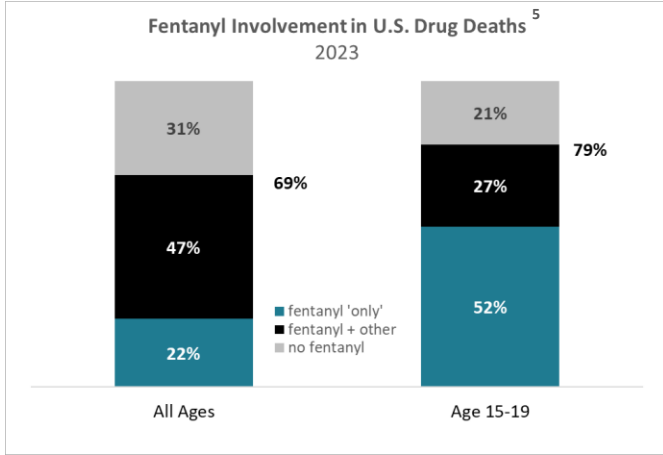
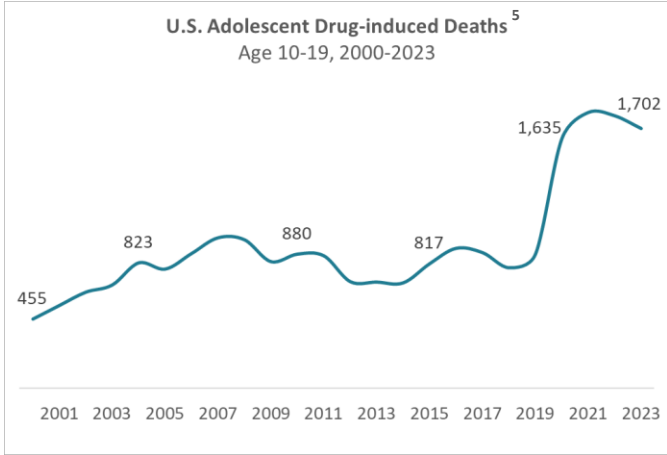
Thank you!

jennifer@songforcharlie.org

Q&A

National teen impact

Fentanyl,
often in
counterfeit
pills
especially
impacts
teens

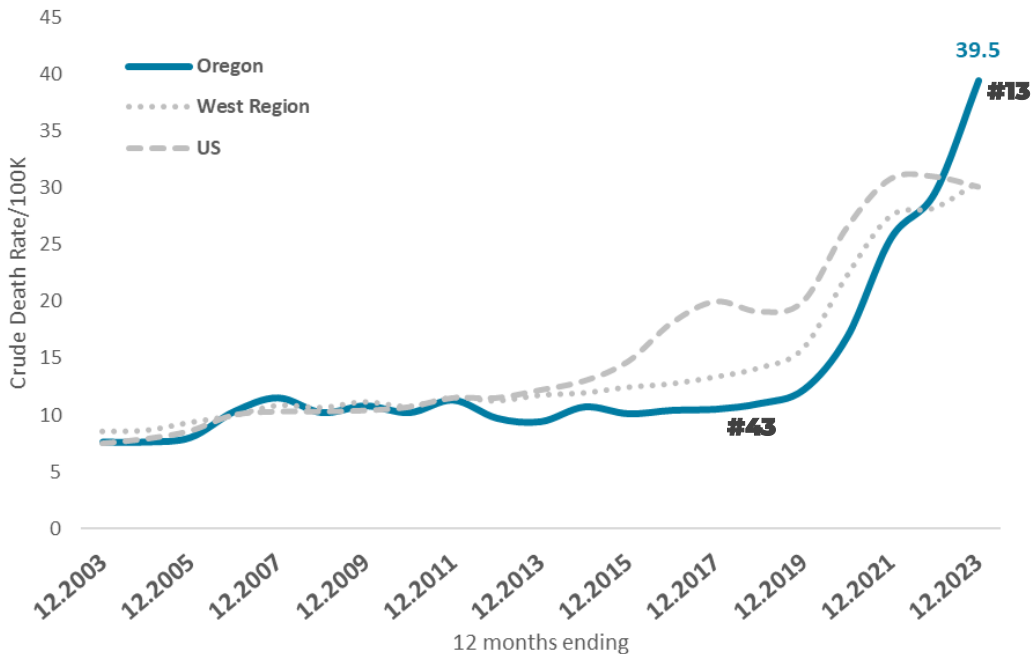


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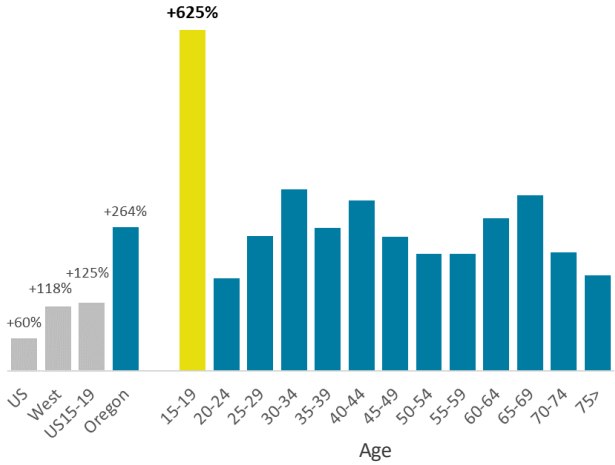


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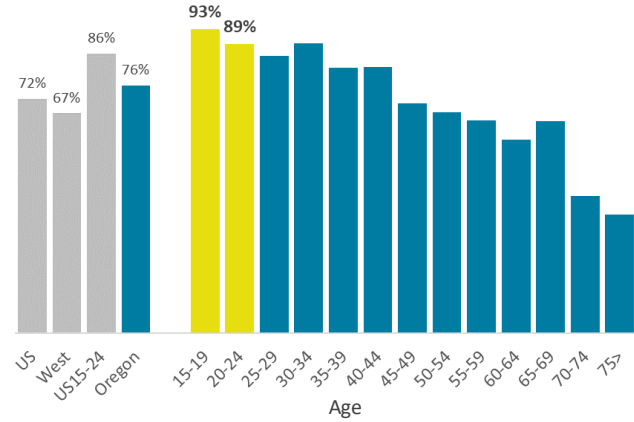
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Oregon Drug-induced Death 5 yr Growth
2023 vs. 2018, excludes suicide²



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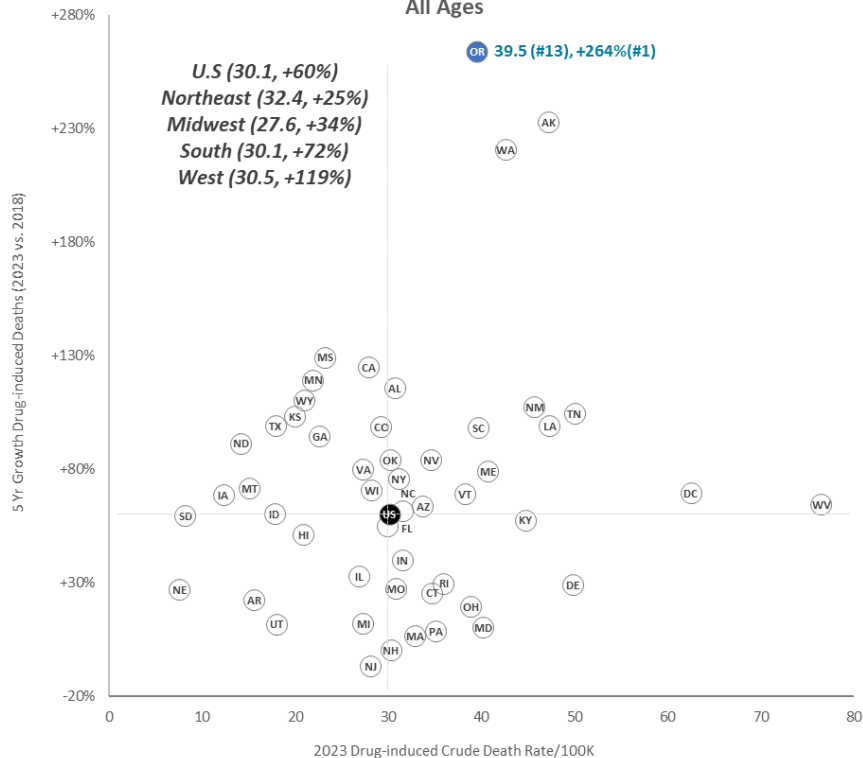
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Nationally, teen drug deaths growing twice as fast as others; Oregon teens 5x their U.S. peers



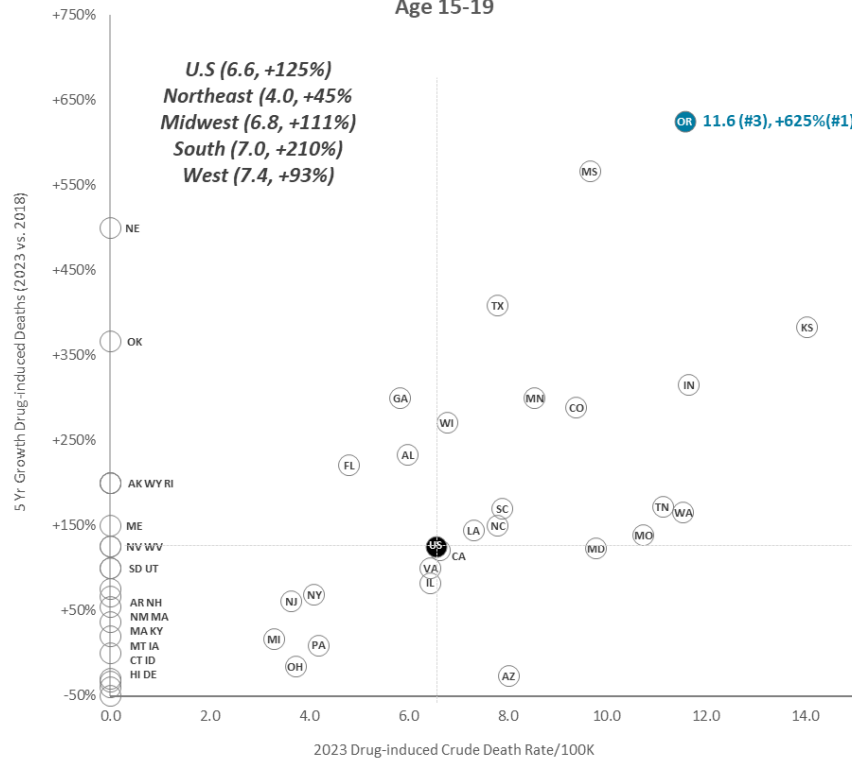
U.S. Drug-induced Death Rate 2023 & 5 Year Growth²

All Ages



U.S. Drug-induced Death Rate 2023 & 5 Year Growth²

Age 15-19

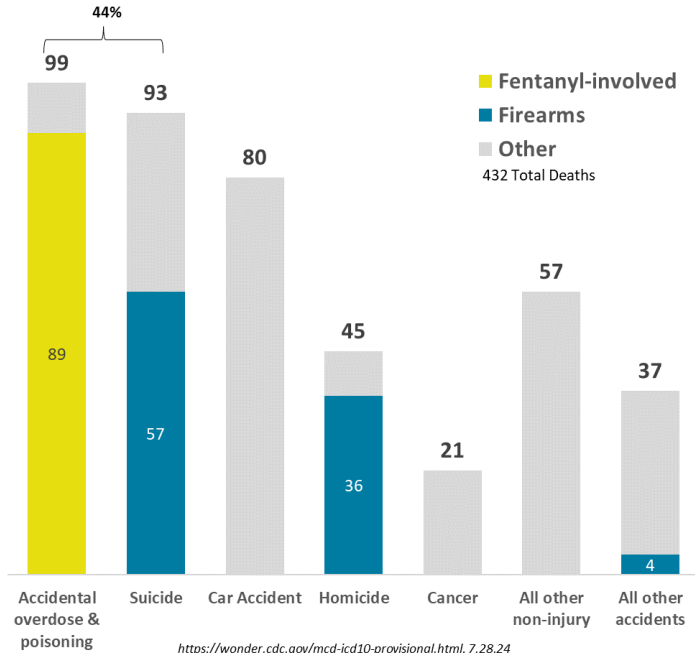


States with no death rates shown have death rates suppressed or unreliable due to low counts (<20). DC, VT, ND reported zero deaths in 2018 and are not shown.

One third of young Oregonian deaths due to drugs; half are from drugs + suicide.



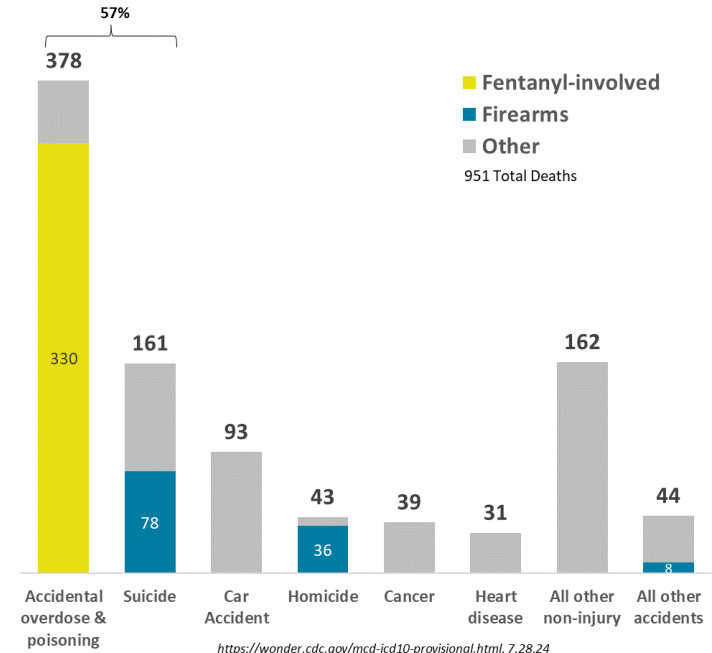
Oregon Age 15-24 Causes & Mechanisms of Death³
2023



<https://wonder.cdc.gov/mcd-icd10-provisional.html>, 7.28.24

23% drugs
22% suicide
44%

Oregon Age 25-34 Causes & Mechanisms of Death³
2023



<https://wonder.cdc.gov/mcd-icd10-provisional.html>, 7.28.24

40% drugs
17% suicide
57%

Age 15-34
53% of total mortality
35% drugs
18% suicide

Oregon youth substance use & mental health challenges

2021-2022 National Survey on Drug Use & Health ⁷

Age 12-17

	Oregon	West	U.S.	OR Rank
<i>Illicit drug use in last month</i>	9.5%	8.2%	7.4%	#7
<i>Substance use disorder in last year</i>	12.5%	9.6%	9.0%	#4
<i>Perceptions of no great risk trying heroin</i>	46.6%	44.7%	43.6%	#8
<i>Major depressive episode in last year</i>	25.0%	21.4%	20.2%	#1
<i>Serious thoughts of suicide in last year</i>	15.0%	13.7%	13.2%	#1

Age 18-25

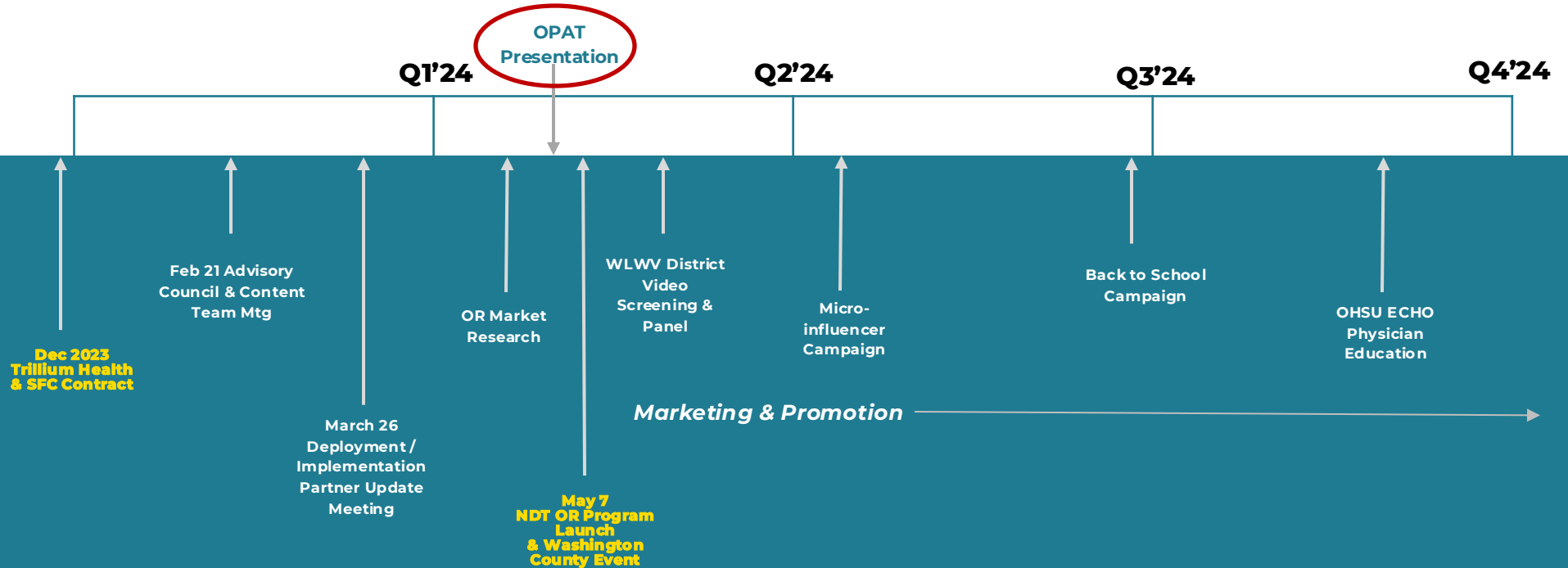
	Oregon	West	U.S.	OR Rank
<i>Illicit drug use in last month</i>	38.6%	30.7%	26.6%	#3
<i>Substance use disorder in last year</i>	35.7%	29.2%	27.0%	#3
<i>Perceptions of no great risk trying heroin</i>	25.5%	23.9%	22.1%	#4
<i>Major depressive episode in last year</i>	25.8%	21.5%	19.7%	#1
<i>Serious thoughts of suicide in last year</i>	17.3%	14.6%	13.5%	#1

Sources

1. University of Michigan. (2024). 1975-2023 Data for In-School Surveys of 8th, 10th, and 12th Grade Students. Monitoring the Future. Retrieved March 30, 2024, from <https://monitoringthefuture.org/wp-content/uploads/2024/01/mfannualprev.pdf> "Trends in Annual Prevalence of Use of Various Drugs for Grades 8, 10, and 12 Combined; Any illicit drug other than Marijuana." Drug-induced Mortality: Centers for Disease Control and Prevention, National Center for Health Statistics, Mortality 1999-2020, Mortality 2018-2021, & Provisional Mortality 2022-2023 on CDC WONDER Online Database. Final data are from the Multiple Cause of Death Files 1999-2020, 2018-2021, & from provisional data for years 2022-2023 as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <https://wonder.cdc.gov/mcd-icd10.html>, <https://wonder.cdc.gov/mcd-icd10-expanded.html>, & <http://wonder.cdc.gov/mcd-icd10-provisional.html> in Mar. 2024. Reported data, not predicted and provisional data subject to change. "Drug-induced deaths" or "drug deaths" or "drug mortality" are from NCHS definition of selected causes of death groups for analysis of all ages mortality data: "Drug poisoning (overdose)" deaths are identified using underlying cause-of-death codes from the Tenth Revision of ICD (ICD-10): X40-X44 (unintentional), X85 (homicide), X60-X64 (suicide), and Y10-Y14 (undetermined). Death rates are crude rates per 100K population.
2. Derived from Centers for Disease Control and Prevention, National Center for Health Statistics, Mortality 1999-2020, Mortality 2018-2021, & Provisional Mortality 2022-2023 on CDC WONDER Online Database. Final data are from the Multiple Cause of Death Files 1999-2020, 2018-2021, & from provisional data for years 2022-2023 as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <https://wonder.cdc.gov/mcd-icd10.html>, <https://wonder.cdc.gov/mcd-icd10-expanded.html>, & <http://wonder.cdc.gov/mcd-icd10-provisional.html> on July 28, 2024. Reported data, not predicted; provisional data subject to change. "Drug-induced deaths" are from NCHS definition of selected causes of death groups for analysis of all ages mortality data: "Drug poisoning (overdose)" deaths are identified using underlying cause-of-death codes from the Tenth Revision of ICD (ICD-10): X40-X44 (unintentional), X85 (homicide), Y10-Y14 (undetermined), excluding X60-X64 (suicide). Drug overdose & poisoning deaths involving selected drug categories are identified by specific multiple cause -of-death codes: "Fentanyl" = synthetic opioid analgesics other than methadone, including drugs such as fentanyl and tramadol (T40.4); "Fentanyl-involvement" is (MCD T40.4/All drug overdose deaths). Multiple drugs may be involved in one drug death. Death rates are crude rates per 100k, suppressed where death counts <20/yr. 5 year growth is calculated using death counts in 12 month period ending 12.2023 vs. 12 month period ending 12.2018, not normalized for population change.
3. Derived from Centers for Disease Control and Prevention, National Center for Health Statistics, Provisional Mortality 2022-2023 on CDC WONDER Online Database from the Multiple Cause of Death Files 2022-2023 as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/mcd-icd10-provisional.html> on July 28, 2024. Reported data, not predicted; provisional data subject to change. "Accidental overdose & poisoning" represents unintentional and undetermined drug deaths from NCHS definition of selected causes of death groups for analysis of all ages mortality data: "Drug poisoning (overdose)" using underlying cause-of-death codes from the Tenth Revision of ICD (ICD-10): X40-X44 (unintentional) & Y10-Y14 (undetermined). X85 (homicide) & X60-X64 (suicide) drug deaths are captured in those respective causes. Firearms mechanism noted due to relative death counts of materiality. All causes and mechanisms of death are mutually exclusive and collectively exhaustive; total deaths for age 15-24 = 432, age 25-34 = 951. Drug overdose & poisoning deaths involving selected drug categories are identified by specific multiple cause-of-death codes: "Fentanyl" = synthetic opioid analgesics other than methadone, including drugs such as fentanyl and tramadol (T40.4); Multiple drugs may be involved in one drug death.
4. Song for Charlie (2024, April 12). *Song for Charlie: Oregon Fake Pill Awareness and Education Initiative Research* Retrieved April 16, 2024 (to be release May 7, 2024). From research commissioned by Song for Charlie & executed by Breakwater Strategy. Interviews conducted online 3.7.24 – 4.6.24 among a sample of 1,352 Oregon residents. Sample included n=300 Teens (ages 13-17), n=452 Young Adults (ages 18-24), and 600 parents. Parental consent was required for minors between the ages of 13-17 before participation in the survey. Results from the full survey have a margin of error of +/- 5.65% for teens, +/- 4.61% for young adults, +/- 4% for parents. Quotas and weights were used to ensure Oregon demographic representations among this age cohort.
5. Centers for Disease Control and Prevention, National Center for Health Statistics, Mortality 1999-2020, Mortality 2018-2021, & Provisional Mortality 2022-2023 on CDC WONDER Online Database. (2024, March 22). Multiple Cause of Death Files 1999-2020, 2018-2021, & 2022-2023 (provisional). Retrieved from <https://wonder.cdc.gov/mcd-icd10.html>, <https://wonder.cdc.gov/mcd-icd10-expanded.html>, & <http://wonder.cdc.gov/mcd-icd10-provisional.html>. "Drug poisoning (overdose)" deaths are identified using underlying cause-of-death codes from the Tenth Revision of ICD (ICD-10): X40-X44 (unintentional), X85 (homicide), Y10-Y14 (undetermined), X60-X64 (suicide). Drug overdose & poisoning deaths involving selected drug categories are identified by specific multiple cause-of-death codes: "Fentanyl" = synthetic opioid analgesics other than methadone, including drugs such as fentanyl and tramadol (T40.4); "Fentanyl-involvement" is (deaths involving MCD T40.4/all drug overdose deaths). "Fentanyl-only" deaths involves T40.4 but not T40.1 (heroin), T40.2(Rx opioids), T40.3 (methadone), T40.5 (cocaine), T42.4 (benzodiazepines), or T43.6 (psychostimulants). "Fentanyl + other" deaths involve T40.4 and at least one other listed substance.
6. Song for Charlie (2022, November 2). Song for Charlie: Youth Fentanyl Survey – Fall 2022. Retrieved November 10, 2022, from <https://www.songforcharlie.org/post/song-for-charlie-youth-fentanyl-survey-fall-2022>. Teens age 13-17, n=612, +/- 2.5 ppt at 95% confidence level.
7. SAMHSA Center for Behavioral Health Statistics and Quality (2024). 2021-2022 National Survey on Drug Use and Health. Retrieved July 15, 2024 from <https://www.samhsa.gov/data/report/2021-2022-nsduh-state-prevalence-estimates>. "2021-2022 NSDUH Model-Based Prevalence Estimates" (Selected tables, annual average percentages).

The New Drug Talk Oregon Timeline

KEY PROGRAM MILESTONES



Oregon marketing plan

- Social Media
- Micro-influencer Campaign
- School & Workplace Events
- OSHU ECHO Physician Training
- Sports Events
- More TBD...

The New Drug Talk Can be Oregon-ized

- Each community is unique. We'd like your input to create marketing assets that are helpful for you & your community!
- Sign up for NDT Oregon newsletter:
<https://songforcharlie.org/oregon-updates/>
 - ~Monthly email
 - May 7 release of *Oregon Fake Pill Awareness and Education Initiative Research Report*
 - Program update meeting invitations (optional)
 - Opportunity to provide input
- Let's work together!